DOCUMENT RESUME

ED 105 495 CS 202 024

TITLE	Business English and Communications: Language Arts Mini-Course.
INSTITUTION	Lampeter-Strasburg School District, Pa.
PUB DATE	73
NOTE	14p.; Product of Lampeter-Strasburg High School
EDRS PRICE	MF-$0.76 HC-$1.58 PLUS POSTAGE
DESCRIPTORS	*Business English; Communication (Thought Transfer); Course Objectives; Curriculum Guides; *Language Arts; Language Development; *Language Programs; Secondary Education; Spelling; *Technical Writing; Writing Skills

ABSTRACT

This course guide for business English and communication, divided into eight sections, focuses on the primary objective of the course: to develop the student's ability to communicate effectively in business. Section one is a guide to understanding communication in everyday life and oral and written communication in business. Section two outlines the effect of vocabulary in communication, describes the steps in pronunciation improvement, and tells how to use the dictionary. Section three is a guide to spelling, vocabulary, and word usage. Section four is concerned with punctuation and signals. Section five delineates ways of making business letters effective. Section six outlines social-business correspondence and writing memorandums. Section seven outlines various activities involved in oral and written communication, and section eight consists of a selected list of available materials for use in the course. (TS)

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ED105495

Language Arts Mini-Course

BUSINESS ENGLISH AND COMMUNICATIONS

Lampeter-Strasburg High School

Lampeter, Pa.

1973

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CS 202 024

BUSINESS ENGLISH AND COMMUNICATIONS

OBJECTIVES:

The main objective of Business English and Communication is to develop the student's ability to communicate effectively in business.

Specifically, this means:

1. The ability to write business letters that sell. This selling may be a product, a service, a point of view, good will, and advantage over one's competitors, or simply to sell one's self.

2. The ability to write other business communications clearly and concisely--memorandums, telegrams, messages, and reports.

3. The ability to speak convincingly--whether in a discussion or a conference, before an audience, to a telphone caller or a visitor, or to one's boss or fellow workers.

4. The ability to listen attentively and to comprehend.

5. The ability to set up written communications of all types in such a form that they are pleasing to the eye and easy to read and understand.

6. The ability to spell correctly and to attain variety in business-word usage.

7. The ability to understand the problems of wording harmoniously with others in a business situation and the importance of going the "extra mile" in maintaining effective human relations through effective communications.

8. The ability to recognize and abide by the accepted rules of business and social etiquette.

OUTLINE:

I. THE ART OF COMMUNICATING IN BUSINESS

A. Communication in everyday life

B. Oral communication in business

C. Written communication in business

II. WORDS AT WORK (VOCABULARY AND BUSINESS COMMUNICATION)

A. How vocabulary affects communication

B. Vocabulary improvement - Dictionary

C. Steps in vocabulary improvement - Achieving variety

D. Steps in vocabulary improvement - Pronunciation

III. SPELLING AND WORD USAGE

A. Spelling and vocabulary

B. Pitfalls in word usage

IV. MECHANICS

A. Punctuation

1. The period

2. The question mark and the exclamation point

3. The semicolon, colon, and dash

B. Signals -

1. Abbreviations

2. Figures

V. WRITING FOR BUSINESS

A. Making business letters effective

B. Qualities of effective letters

C. Parts of the business letter

D. Style of the business letter

VI. OTHER BUSINESS COMMUNICATIONS

A. Social - Business Correspondence

B. Writing memorandums

VII. ACTIVITIES AND PROCEDURES

CONTENT:

I. THE ART OF COMMUNICATING IN BUSINESS

A. Communication in everyday life

1. Basic skills of business communication

a. Writing

(1) Writing such social communications as invitations, Thank-you letters, letters of congratulations, and letters expressing sympathy
(2) The ability to act as secretary of a club or an organization

b. Speaking

(1) Discussion leader
(2) Introduce speakers

c. Reading

(1) Reading for directions
(2) Reading to avoid making errors

d. Listening

(1) Improve listening skills
(2) New listening techniques

2. Standards of business communication

a. Simplicity and clarity

b. Accuracy and conciseness

c. Good human relations

B. Oral communication in business

1. Kinds of oral communication in business

a. Greetings

b. Telephone

2. Quality factors in oral communication

a. When you talk

(1) Appearance
(2) Facial expression
(3) A pleasing voice

b. When others talk

(1) A good listener
(2) Attempt to organize, classify, and evaluate what is heard

C. Written Communication in Business

1. The Need for writing in business

a. Letter

b. Contracts

2. Reading and Writing in a job

a. The Interoffice Memorandum

b. The Report

c. Telegrams

d. Minutes

e. News Releases

II. WORDS AT WORK

A. How Vocabulary Affects Communication

1. What is a good vocabulary?

2. A good vocabulary in social life

3. How to improve your vocabulary

4. Our changing vocabulary

a. New words

b. Old words

c. Added meanings

B. Steps in Vocabulary Improvement - Dictionary

1. Looking up Spelling

a. Be sure that you really see the letters in their correct order.

b. Accent marks

c. Compound words

2. Looking up Pronunciation

   a. Syllable division

   b. More than one pronunciation

3. Looking up the meaning of Words

   a. Order of definitions in dictionary

   b. Synonyms

   c. Antonyms

C. Steps in Vocabulary Improvement - Achieving Variety

1. Some of the worst offenders

   a. Overused, cover-all words

   b. Hackneyed expressions

2. Learn to use aynonyms

   a. Book of Synonyms

   b. Thesaurus

3. Learn to use antonyms

D. Steps in Vocabulary Improvement - Pronunciation

1. How important is correct pronunciation?

2. Why we pronounce as we do?

3. What makes a certain pronunciation correct?

4. Mispronunciations most frequently encountered:

   a. Omission of letters or syllables

      (1) Lost consonants
      (2) Lost vowels
      (3) Lost syllables

   b. Addition of letters or Syllables

   c. Silent letters

   d. Troubles with vowels

      (1) The sound of long "u"
      (2) Troubles with "a"
      (3) Troubles with "i"
      (4) Substituting one vowel for another

   e. Incorrect accent

III. SPELLING AND WORD USAGE

A. Spelling and vocabulary

1. What causes one to misspell?
2. The hand affects spelling
3. Mispelling caused by mispronunciation
   a. Attention to vowels in unaccented syllables
   b. Pronunciation of all consonants between syllables
4. Silent letters
5. Different spellings of related words
6. Words that sound alike
7. Different sequences of letters
8. Similar word beginnings
   a. Anti - Ante
   b. Dis - Des
9. Rules and exceptions
10. When a word ends with silent "e"
11. Doubling the final consonant
    a. Words ending in a double consonant
    b. Words ending in two different consonants
    c. Words ending in one consonant
12. "Never trust" endings
    a. "seed" ending
    b. "shun" ending
    c. "ize" ending
    d. "uhble" ending
    e. "ance", "ence", "ense" ending
    f. "ar", "er", "or" ending
    g. "ary", "ery" ending
    h. "ous", "ious", "eous" ending

B. Pitfalls in Word Usage

1. Words often confused

2. How to study word confusions

a. Pronunciation
b. Accent
c. Parts of peech

IV. PUNCTUATION, ABBREVIATIONS, AND FIGURES

A. Punctuation - Full and Partial "Stop" Signs

1. Use a Period

a. Declarative and Imperative sentences

b. Requests phrased as questions

c. The period fault

2. Do Not use a Period:

a. After headings, titles, roman numerals written with names.

b. After numbers or letters enclosed in parenthesis

c. After items in tabulated lists or in outlines

d. After a sentence that ends with an abbreviation

e. After even amounts of dollars

3. The Question Mark and the Exclamation Point

a. The Question Mark

(1) After a direct quotation
(2) After a short, direct question following a statement
(3) In series of questions
(4) Review of related rules

b. The Exclamation Point

(1) After a single word or a short phrase
(2) After the word "Oh"

4. The Semicolon, Colon, Dash

a. Semicolon

(1) No conjunction joining the clauses
(2) Second clause starting with an introductory word
(3) At least one comma in either clause

b Colon

(1) Colon before listed items
(2) Period instead of colon

c. Dash

(1) Dash instead of semicolon or colon
(2) Forceful expression, forceful summarizing, and forceful repetition
(3) With afterthoughts

B. Signals - Abbreviations and Figures

1. Abbreviations -

a. Titles after names

b. Titles before names

c. Firm names

d. Names of associations and government agencies

e. Plurals of abbreviation

2. Never abbreviate:

a. Names of cities, certain states, certain months

b. Terms of measure

3. Avoid abbreviating:

a. Names of streets

b. Geographical names

c Days and months

V. WRITING FOR BUSINESS

A. Making Business Letters Effective

1. Kinds of buiness letters

a. "Asking" letters

b. Letters answering requests

c. Claim and adjustment letters

d. Credit and collection letters

2. Planning leads to better results

a. Why plan?

b. How to plan

B. Qualities of effective letters

1. Create a favorable first impression
2. Appeals to the reader's point
3. Use modern words

C. Parts of the business letter

1. Punctuating the parts of the letter?
   a. The heading
   b. The date line
   c. The inside address
   d. The attention line
   e. The salutation
   f. The subject line
   g. The body
   h. The complimentary closing
   i. The signature clock
   j. Identification initials
   k. Enclosure reference
   l. Carbon copy notations
2. The second page
3. The envelope

D. Style of the business letter

1. Blocked letters
2. Semiblocked letters
3. Indented letters
4. Full-blocked letters
5. Hanging-Indented letters
6. Simplified letters

E. Letters that ask and transmit

1. Characteristics of asking letters

a. Brevity

b. Completeness

c. Tactful and courteous

2. Transmitting letters

a. Identify "what" and "how many"

b. Specify necessary action

F. Letters that answer - acknowledgement

1. Acknowledging the receipt of money

2. Acknowledging orders

3. Confirming appointments, orders, and agreements

G. Letters that answer responses

1. Form letters of response

2. Individual response letters

H. The secretary's responsibility for correspondence

1. Routine for incoming correspondence

a. Reading the mail

b. Delivering mail to the employer

2. Types of letters written for the employer

a. Making reservations

b. Asking letters

c. Follow-up letters

VI. OTHER BUSINESS COMMUNICATIONS

A. Social - business correspondence

1. Letters expressing thanks

2. Letters of congratulations

3. Letters of condolence

B. Writing Memorandums

1. The tone

2. The subject

3. The message

VII. ACTIVITIES

A. Oral Communications

1. Communicating with a talkative office visitor

2. Communicating with someone of comparable position who has been given conflicting instructions on a similar assignment

3. Communicating with an employer who has blamed you for the mistakes of others

B. Vocabulary and Business Communications

1. Prepare a job summary of office procedures to be given to your replacement

2. Vocabulary Game - discuss the desirability of having a larger vocabulary than you use in speaking or writing

3. Small-group discussion technique

a. State problem

b. Divide class into small groups

c. Elect a chairman and a recorder

d. Entire class discuss on results of various group findings

4. Making Introductions - enact various introduction situations

C. Mechanics

1. Worksheets (workbooks)

2. Tests

D. Writing for Business - select five of ten proposed types of letters and prepare each one according to proper format.

VIII. MATERIALS

A. Films and filmstrips

1. "Effective Listening" (15 minutes)
McGraw-Hill Book Co., Inc.
330 West 42nd Street
New York 36, N.Y.

2. "Improve Your Punctuation" (11 minutes)
Coronet Instructional films
Coronet Building
Chicago 1, Illinois

3. "Adventures in Words" (set of four)

a. "Introduction to Words"
b. "Words from Many Countries"
c. "Suffixes and Prefixes"
d. "Synonyms, Antonyms, and Homonyms"

B. Free and Inexpensive Materials

(The best current information of sources of these materials is contained in professional journals).

1. The English Journal

2. Business Education World

3. Today's Secretary

4. Journal of Business Education

C. Reference Books

1. Standard Handbook for Secretaries
McGraw-Hill Book Co., Inc.
New York

2. Communications Handbook for Secretaries
McGraw-Hill Book Co., Inc.
New York

3. Effective Communications in Business
McGraw-Hill Book Co., Inc.
New York

D. Textbook - Business English and Communications